## **ORDER**

FIRST CDAST NEWS

Orders	Order / Rev:	704728						
	Alt Order #:	06265036		FIRST FOR YOU				
	Product Desc:	STEARNS FOR CONGRESS		A GANNETT COMPANY				
	Estimate:	2577		WJXX-TV				
	Flight Dates:	08/07/12 - 08/14/12	Primary AE:	Jim Quinn				
	Original Date / Rev:	08/06/12 / 08/06/12	Sales Office:	T-PHI				
	Order Type:	Political	Sales Region:	NAT				
Agency	Name:	Strategic Media Placement/ POL						
	Buying Contact:		Billing Type:	Cash				
	Billing Contact:		Billing Calendar:	Broadcast				
		7669 Stagers Loop	Billing Cycle:	EOM/EOC				
		Delaware, OH 43015	Agency Commission:	15%				
Advertiser	Name:	Stearns,C / R /Congress						
	Demographic:	A50+	New Business Thru:					
	Product Codes:	PL-US House Representative	Order Separation:	00:15:00				
	Priority:	P-3	Advertiser External ID:					
	Revenue Codes:	AGY, GEN, POL	Agency External ID:					
Bill Plan			Totals					
Start Date	End Date # Spots	Gross Amount Net Amount	Month # Spots	Gross Amount Net Amount Rating				
07/30/12	08/14/12 41	\$4,125.00 \$3,506.25	August 2012 41	+ , + - ,				
			Totals 41	\$4,125.00 \$3,506.25 0.0				

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %	
Jim Quinn			Start Of Order - End Of Order	100%	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WJXX	08/07/1	2 08/12/12	GMJ	CM	M-F 6a-7a	WTF	:30	4	\$75.00 P-3	0.00 NM	4	\$300.00
			M-F 6a-7a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08	3/06/12	08/12/12	WTF	4	\$75.00	0.00						
E 2 WJXX	08/13/1	2 08/14/12	GMJ	CM	M-F 6a-7a	МГ	:30	2	\$75.00 P-3	0.00 NM	2	\$150.00
			M-F 6a-7a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/19/12	МГ	2	\$75.00	0.00						
E 3 WJXX	08/07/1	2 08/12/12	Good Morning Ar	nerica CM	M-F 7a-9a	WTF	:30	8	\$55.00 P-3	0.00 NM	8	\$440.00
01/144	\/\D\A\\		M-F 7a-9a									
2X MA					<b>-</b> .	<b>5</b>						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08		08/12/12	WTF	8	\$55.00	0.00						
E 4 WJXX	08/13/1	2 08/14/12	Good Morning Ar	nerica CM	M-F 7a-9a	МГ	:30	4	\$55.00 P-3	0.00 NM	4	\$220.00
2X MA	V/D		M-F 7a-9a									
	art Date	End Date	Weekdays	Spoto/Mook	Poto	Rating						
Week: 08		08/19/12	MT	Spots/Week	<u>Rate</u> \$55.00	0.00						
		2 08/12/12	GMJ Sunday	CM	Sun 7a-730a	S	:30	- 1	\$40.00 P-3	0.00 NM	4	\$40.00
	. 00/12/1	2 00/12/12	GMJ Sunday	Civi	Suii 7a-730a	3	.30	1	ֆ40.00 F-3	U.UU INIVI	1	φ40.00
C4.	ort Doto	End Data	•	Cnoto/Mook	Data	Dating						
Week: 08	art Date	End Date 08/12/12	Weekdays S	Spots/Week	<u>Rate</u> \$40.00	Rating 0.00						
E 6 WJXX		2 08/12/12	First Coast News	On BoiRM	First Coast N		:30	- 1	\$50.00 P-3	0.00 NM	4	\$50.00
E O WJAA	00/12/1	2 00/12/12	First Coast News		FIISI COASI N	ews (3	.30	ı	φου.00 P-3	U.UU INIVI	'	φ50.00
			i ii si Oodsi News	J Cit i Olit								

Print Date: 08/07/12 10:15:02 Page 2 of 2

Order / Rev: 704728 Advertiser: Stearns, C / R / Congress

Alt Order #: 06265036 Product Desc: STEARNS FOR CONGRESS WJXX-TV

Flight Dates: 08/07/12 - 08/14/12 Estimate: 2577

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 6 WJXX	08/12/1	2 08/12/12	First Coast News		First Coast N	lews CS	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	S	1	\$50.00	0.00						
E 7 WJXX	08/11/1	2 08/11/12	GMA Weekend Sat-Sun 8a-9a	СМ	Sat-Sun 8a-9	9aS-	:30	1	\$70.00 P-3	0.00 NM	1	\$70.00
Sta Week: 08/	rt Date 06/12	End Date 08/12/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
E 8 WJXX	08/12/1	2 08/12/12	GMA Weekend Sat-Sun 8a-9a	СМ	Sat-Sun 8a-9	9aS	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	S	1	\$100.00	0.00						
E 9 WJXX	08/12/1	2 08/12/12	This Week 10A	СМ	Sun 10a-11a	a - eff 6S	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
			Sun 10a-11a - ef	6/7								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	S	1	\$80.00	0.00						
E 10 WJXX	08/07/1	2 08/12/12	FCN News at 6 M-F 6-6:30pm	СМ	M-F 6p-6:30	р WГF	:30	4	\$110.00 P-3	0.00 NM	4	\$440.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	WTF	4	\$110.00	0.00			<b></b>			
E11 WJXX	08/13/1	2 08/13/12	FCN News at 6 M-F 6-6:30pm	СМ	M-F 6p-6:30	р М	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
Sta Week: 08/	rt Date 13/12	End Date 08/19/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$110.00	Rating 0.00						
E 12 WJXX	08/11/1	2 08/11/12	FCN Sat News at Sat 6:30-7p/7p ne			ws We S-	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
Sta Week: 08/	rt Date 06/12	End Date 08/12/12	Weekdays S-	Spots/Week 1	Rate \$175.00	Rating 0.00						
E13 WJXX	08/12/1	2 08/12/12	FCN Sun News a	t 6:30 CM	Sun 6:30-7p	S	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
			Sun 6:30-7p									
<u>Sta</u> Week: 08/	rt Date 06/12	End Date 08/12/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E14 WJXX	08/07/1	2 08/12/12	FCN News at 7p M-F 7-7:30p	СМ	M-F 7p-7:30	р WГF	:30	4	\$180.00 P-3	0.00 NM	4	\$720.00
Sta Week: 08/	rt Date 06/12	End Date 08/12/12	Weekdays WTF	Spots/Week 4	<u>Rate</u> \$180.00	Rating 0.00						
E 15 WJXX			FCN News at 7p	СМ	M-F 7p-7:30		:30	1	\$180.00 P-3	0.00 NM	1	\$180.00
Cto	rt Doto	End Data	M-F 7-7:30p	Cnoto/Mook	Doto	Dating						
Week: 08/	rt Date 13/12	End Date 08/19/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$180.00	Rating 0.00						
E16 WJXX	08/07/1	2 08/12/12	FCN News at 11p M-Su 11-11:35p	m CM	M-Su 11p-11	1:35pWTFS-	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/	06/12	08/12/12	WГFS-	5	\$150.00	0.00						
E 17 WJXX	08/13/1	2 08/13/12	FCN News at 11p M-Su 11-11:35p	m CM	M-Su 11p-11	1:35p M	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/	13/12	08/19/12	M	1	\$150.00	0.00					<u> </u>	
										Totale	//1	\$4 125 00